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10 *essential* Event Planner Tips

- 1. Clarify your goals...**
Time is the only thing we all wish we had more of. By planning your event early, you'll have time to define the event's goals, meet with stakeholders if necessary, and make sure everyone involved is aware of their roles and responsibilities.
- 2. Create a contingency...**
As we know, things don't run smoothly all of the time. Planning early will allow you to create a back-up plan for your event, giving you peace of mind so that if any hiccups do occur, you'll be able to solve them. Determine your shortlisted suppliers and know who to call when a plan has to shift.
- 3. Don't compromise...**
Early planning gives you first choice when it comes to key components like venues, caterers and entertainment; a step that a specialist venue-finding company could also help you with. This guarantees that your event pans out exactly how you want it to, without you having to make sacrifices.
- 4. Make it easy...**
Consider who your delegates are and where they could be travelling from. A good venue finder will take everything from visa restrictions to traffic conditions and parking options into account when choosing where your event takes place. Make it simple for people to get to.
- 5. Maximise attendance...**
Sending out invitations early is key to getting your target audience at your event. An initial 'save the date' or invitation should ideally be issued 5 or 6 months before the event. Catch your attendees before their diary begins to fill up and gain early commitment.
- 6. Detail is key...**
Efficient planning means you'll have more time to focus on the details. Even the largest or most budget conscious events can be executed with clever, effective personal touches. Ensure your event resonates with your attendees and your key messages will become more memorable.
- 7. Be compliant...**
With the introduction of GDPR, ensuring that your attendees personal data is safe is more important than ever. Ask yourself if your company meets the criteria. Avoid printing too many hard copies, ensure laptops are encrypted and don't keep personal data unless you have a double opt-in.
- 8. Diligence, diligence, diligence...**
The audience is your responsibility whilst at your event, so be sure to check that all providers of services involved have the relevant insurance policies to take care of everyone. Your company could be held responsible even if a third party is supplying the services.
- 9. Be nice...**
Even the toughest negotiator can yield more from their suppliers by being respectful, realistic and considerate. The hospitality and events industry is still very human, so creating strong relationships will ultimately help you create a more successful event and build your company's reputation.
- 10. Build bridges...**
Enlisting the services of an event agency will gain you access to a vast network of the best suppliers that come recommended with a proven track record. You retain total control of the event by picking and choosing the services you need, whilst still benefiting from years of expertise and experience.

For a free consultation to plan your next event

contact us